

Martin Grobisen

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Communications Leader

Executive, Internal, External, Change, and Crisis Communications Expert

Where others see messaging, Martin sees tactical opportunity. With a storyteller's instinct and a strategist's precision, he designs communications that move ideas off the whiteboard and into measurable engagement and organizational transformation.

Notably, he developed the COVID Crisis Communications Plan for Ashley Furniture to keep their 33,000 employees worldwide safe and their manufacturing facilities operational. He orchestrated the communication strategy for successfully implementing a new Point of Sale (POS) system for their Retail division, streamlining operations and enhancing customer experience.

Martin's project management excellence was unmistakable when an independent ISO auditor awarded his largest annual Ford Motor Company project a flawless 100% Green rating. His IT marketing expertise propelled a SaaS software startup onto the GSA while earning analyst recognition. Furthermore, Martin's mastery of online reputation management defied expectations, driving an unprecedented 11,000% surge in sales over three years for a commercial real estate organization.

Employment History:

Blue Water Thinking | Senior Strategic Communications Specialist | 10/2024 - 4/2025

Developed, implemented, and managed comprehensive communication strategies to support the organization's objectives, ensuring all messaging aligned with branding and style guidelines. Created executive-level communication products, coordinated with SMEs, and streamlined communication processes to maintain consistency and clarity across internal and external channels.

Designed and executed strategic communications plans, producing high-quality materials including press releases, newsletters, presentations, talking points, and reports. Maintained brand integrity by refining content for tone, structure, and visual identity, ensuring a cohesive message. across all platforms.

Served as a liaison between program teams and key stakeholders, facilitating effective communication with government representatives. Provided strategic support for events, trainings, and meetings, overseeing logistics, materials, and message consistency to reinforce organizational goals.

GovCIO | Strategic IT Consultant and Communications Specialist | 10/2023 - 4/2024

Directed, reviewed, and advised on the contract acquisition process for the Veterans Administration Digital Transformation Center (DTC) SaaS/PaaS program team. Tracked all project timelines and participated in the creation and review of all government briefing content. Management of VA projects:

Provided advisory support to the DTC Strategic Acquisition executive/senior leadership. Tracked, quantified, analyzed, and reported on the DTC acquisition ecosystem efforts. Assisted the DTC Strategic Acquisition Lead in the strategic planning, prioritization, and delivery of process documentation for new and recompile applications, ensuring smooth processing of initiatives.

In collaboration with the cross-functional members of the DTC and Technology Incubation Services team, I created, reviewed, and presented the Project Work Statements (PWS) and contract management SOPs for all current and future contract recompetes. This includes the creation of

FITARA executive-facing contract acquisition briefing content and the tracking of current contract timelines.

Ashley Furniture | Senior Internal Communications Manager | 10/2019 - 6/2023

Directed the Internal Communications team, providing brand-integral, effective, internal, and external, global communications.

Aligned communications initiatives with the organization's goals, values, and mission. Developed and managed Ashley's strategic communication plans and the creation and implementation of the COVID crisis communications.

Wrote and developed clear, concise messaging on behalf of the Chairman, CEO, and other senior executives ensuring that complex issues were accessible and reader friendly. Directed the publication and distribution of communications via employee and licensee intranets, weekly newsletters, digital signage, posters, flyers, and weekly 5-minute business update videos.

Fostered a highly engaged workforce, supported and facilitated employee events, meetings, webinar series, and forums to encourage open and transparent 360° communication. Developed initiatives and programs to promote cross-departmental learning, understanding, and knowledge sharing.

Utilized regular solicitation of employee feedback, evaluated engagement levels and communication channel effectiveness, allowing for data-driven decisions to continuously improve internal communication strategies.

MG Productions | Fractional Marketing Communications Director | 5/2018 - 10/2019

Provided project management for fully integrated online and traditional marketing campaigns for hi-tech companies, internet start-ups and non-profit organizations. Clients: B of A, Florida Central Credit Union, Microsoft, Williams Law, Samsung, and Dyson.

Executed PR and email marketing campaigns, marketing plans, investor presentations, funding proposals, database maintenance; website development, management, updates; social media, content creation; representative at promotional events; in-depth target market research and analysis.

The Welfont Group | Marketing and Communications Leader | 5/2016 - 5/2018

Directed the Marketing and Communications team driving market awareness through web, video, social media, and blogs, resulting in 11,000% sales growth.

Protected and enriched the Welfont brand. Oversaw all corporate communications including the online reputation management initiative to effectively promote positive Google results while driving down negative content. Provided messaging direction, media coaching, and support for the executive, sales, marketing, events, and recruitment teams. Successfully implemented Pardot marketing automation and Salesforce CRM software integration.

SunView Software | Product Marketing and Communications Manager | 8/2012 - 1/2016

Utilized Pragmatic Marketing Framework methodology with Persona and Account Based Marketing, managed all marketing aspects of ChangeGear for the enterprise market.

Managed product development, branding and launches. Created client communications, product presentations and content for websites, blog posts, social media. Managed tradeshow participation, lead generation and marketing automation (Pardot, CRM). Executed PR, VOC / customer testimonials and partner marketing.

Additional Employment History:

- Feldman, Fox & Morgado, PA | Law Firm | Marketing and Communications Director
- Ceelox | Biometric Security Software | Director of Marketing
- Verizon FiOS | Fiber Optics | Senior Marketing Manager
- Maritz Canada | Marketing Agency – Ford Client | Production Manager
- ATI Technologies | Graphics Chip Manufacturer | Marketing Communications Manager

Education:

- **Bachelor of Arts** | Communication & Media Studies | California State University Northridge
- **Digital Marketing Certificate** | University of South Florida (2022)
- **Certified Scrum Master** | Scrum Alliance (2024)
- **IT Cyber Security Course** | Global Pathway Studies (2025)

<u>Areas of Expertise:</u> ▪ Strategic Executive Adviser ▪ Online Reputation Management ▪ Social Media Strategy and Analysis ▪ Content Creation and Messaging ▪ Public Relations and Press Releases ▪ Video Production ▪ Marketing ▪ Communications ▪ Strategy ▪ Operations ▪ Lead Generation ▪ Change Management and Transformational Strategy ▪ Reporting and Stakeholder Communications <u>Industry Experience:</u> ▪ Public Sectors ▪ Veterans Administration ▪ Veterans Benefits Administration ▪ Private Sectors ▪ Technology – Hardware, Software ▪ Telecom ▪ Retail, Manufacturing, Automotive ▪ Real Estate, Legal <u>Project Management Training:</u> ▪ ISO, PMP, Agile/Scrum, Lean	<u>Security Clearance:</u> ▪ Public Trust ▪ TSA PreCheck <u>Technology:</u> ▪ Microsoft O365, Word, Excel, PowerPoint, Teams, Forms, Visio, SharePoint, Project ▪ Smartsheet, Jira, Trello ▪ Adobe Creative Suite, Premiere Pro, Audition, Photoshop, InDesign ▪ Pardot, Salesforce, Constant Contact, SurveyMonkey ▪ Various Content Management Systems (CMS) <u>Volunteer Activities:</u> ▪ SCORE, Marketing Mentor ▪ American Marketing Association, USF Chapter Advisory Board Member, Mentorship Program ▪ USF Digital Marketing Certificate Program, Steering Committee Member ▪ Copperhead Charities Valspar Championship, Hospitality Committee, ▪ International Association of Business Communicators (IABC), Board Member <u>Awards:</u> ▪ Daytime Emmy ▪ Inc. 500 Fastest Growing Company ▪ ISO Auditor – 100% Green project management ▪ Numerous Client Satisfaction Survey Awards
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